



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 09/731,115 Confirmation No.: 9203
Filed : December 6, 2000
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2611
Examiner : Not Yet Assigned

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Commissioner for Patents
P.O. Box 2327
Arlington, Virginia 22202

Technology Center 2600

TRANSMITTAL LETTER FOR
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

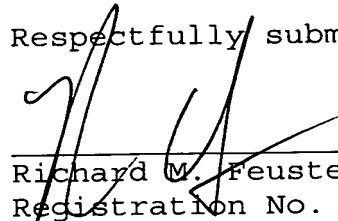
Transmitted herewith is a Supplemental
Information Disclosure Statement and an accompanying Form
PTO-1449 (submitted in duplicate) for the above-
identified application. This Statement is submitted:

- ☐ within three months of the application filing
date;
- ☒ more than three months from the
application filing date but before the
mailing date of the first Office Action on
the merits.

In accordance with 37 C.F.R. § 1.97(b)(3),
submission of this Statement requires no fee. However,
if for any reason a fee is due, the Director is hereby
authorized to charge payment of any fees required in

connection with this Supplemental Information Disclosure Statement to Deposit Account No. 06-1075. A duplicate copy of this letter is transmitted herewith.

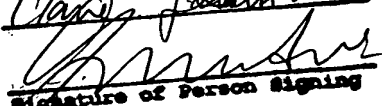
Respectfully submitted,



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November 1, 2002
Clayton J. Santivan Goodman

Signature of Person Signing



UV-174

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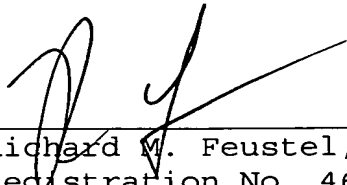
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97, applicants wish to call the attention of the Examiner to Hendricks et al. U.S. Patent No. 5,659,350, issued August 19, 1997.

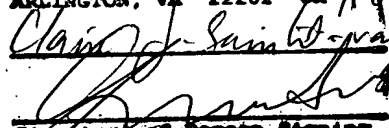
A copy of the aforementioned document, which is listed on the accompanying Form PTO-1449 (submitted in duplicate), is enclosed herewith. It is respectfully requested that this document be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application.

Consideration of the foregoing in relation to
this patent application is respectfully requested.



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Clair J. Saint-Germain Goodman

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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
UV-174APPLN. NO.
09/731,115SUPPLEMENTAL INFORMATION DISCLOSURE
STATEMENT BY APPLICANTSAPPLICANTS
M. Scott Reichardt et al.CONF. NO.
9203FILING DATE
December 6, 2000GROUP
2611

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,659,350	08/19/97	Hendricks et al.	348	6	

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FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.